Creative Brief: Peloton

Project Name	USC Comp Exam Creative Brief
Brand	Peloton
Product	Small Shell Compact Rower

Project:

Purpose	The purpose of this campaign is to position the brand as a premium fitness solution for customers to achieve their health and wellness goals on their own terms in a highly convenient way. The high-quality equipment alongside expert-led coaching, and a connected community-based experience, draws the brand towards a consumer desiring more in their wellness journeys. Furthermore, the brand seeks to make fitness accessible, motivating, and overarchingly sustainable for their consumers by offering a product that balances busy lifestyles and limited living spaces.
Opportunity	The demand for at-home fitness solutions has been growing since the global pandemic in 2020. The Small Shell by Peloton offers an opportunity for the brand to connect with consumers who value convenience without compromising quality. Many target users, particularly the busy professionals and stay-at-home parents, may struggle to find time for traditional gym visits, causing them to seek flexible fitness options that fit within their routines. Bringing the gym to them, optimizes their routine and keeps them coming back to such professional quality. By emphasizing space-saving quality through the “Rock Over” bending design, personalized motivation, and community-driven engagement, Peloton can differentiate themselves while strengthening their position within the competitive fitness market.

Target Audience:

Primary	These primary consumers are ages 20-40 years old, targeting specifically the Gen Z and Millennial demographics. This product is targeted towards people who are fitness-minded consumers living in smaller spaces or apartments and are looking for a compact way to row from home. Other primary consumers include current Peloton members who are looking for cross-training options, or are current rowers looking for a more sleek, flexible design that benefits their goals and space.

Secondary	Consumers such as those who were former athletes or recreational rowers. Furthermore, there might be busy parents seeking efficient at-home workouts. Other secondary consumers include wellness-focused consumers interested in flexible options to grow their at home fitness journey.

Audience Insights:

What do these consumers care about?	In this particular audience insight, these people are consumers who value convenience, efficiency, and overall high-quality fitness experiences that can fit seamlessly into their daily lives. These consumers are looking for a solution to their limited space, making compact, multifunctional equipment highly appealing for their lifestyles. Beyond their physical products, they seek engaging, connected fitness experiences that provide motivation, guidance from experts, and a sense of community. Many of these consumers are busy professionals or stay-at-home parents balancing multiple responsibilities – this creates a strong demand for flexible workout solutions that help them achieve their fitness goals while engaging in their daily routines.

Channels

Digital	- Instagram Reels - TikTok - YouTube - Peloton application promotion - Programmatic display advertisements
Owned	- Peloton's website homepage - Email marketing campaigns - Member newsletters / blog postings - In-app notifications.
OOH	- Transit stations (i.e. bus shelters) - Urban digital boards - Apartment complex media placements - Fitness / wellness events
Influencer	- Wellness ambassadors / influencers - Fitness creators - Apartment lifestyle creators - Product review partnerships

Messaging

Call To Action (CTA)	Core messaging that communicates clearly the benefits, overall design, and purpose of Peloton's new compact rowing machine. - "Get early access" - "Designed for your space & stride" - "World-class coaching. Real-time metrics. Results from home." - "Start your first row today" - "Discover more with Small Shell rowing" - "Take on water, right from your living room"
Tone & Voice	- Empowering and motivational - Premium quality available to everyone, not just the select few. - Performance-driven - Innovative, modern, sleek, accessible, and community-driven. - Confidence that isn't exclusive.

Assets:

Visual Assets	
Budget	On behalf of the campaign, the budget prioritizes digital channels to reach engagement with 40% allocated to digital media placements. From their content production will receive 20% of the budget to support high-quality creative assets, while another 20% will be dedicated to the out-of-home ads to drive forth awareness in specific markets. Influencer partnerships, though vital, will obtain 10% of the budget, as the spending here intends to leverage an authentic audience and influence consumers via social media. Lastly, the remaining 10% of the budget would go to help support PR and experimental marketing efforts that generate earned media and consumer interactions (such as events or rowing initiatives).
Mandatories	All campaign materials must feature the Peloton logo and maintain consistency with the brand's signature red, black, and white color palette as well as the brand's identified typography. All creative liberties should emphasize the product's compact, sleek space-saving design, while showcasing it's connected fitness ecosystem, including instructor-led classes and app integration. Campaign visuals must feature therefore, diverse talent representing diverse age groups, genders, and fitness levels. Lastly, legal disclaimers and product specifications should be clearly displayed where appropriate, and all

	campaign touchpoints must include consistent call to action to reinforce the campaign messaging.
Success Measurements	In order to establish campaign successes, Peloton will measure the product through a combination of sales, engagement, and overall brand consideration metrics. KPIs include pre-order purchase volume, website traffic, and engagement within product-specific landing pages or promotions. Additionally, measures such as participation in Peloton classes through the app, increased consumer consideration, purchase intent, and social media performance will be assessed to reflect the strength and successes of the campaign. Together, these metrics will determine the insights of campaign and brand awareness, engagement, and overall conversion throughout the campaign duration.
Timeline	August - September 2026: Strategy and Planning October - November 2026: Production and Asset Development December 2026: Pre-launch & Teaser Phase January 2027: Official Launch March-May 2027: Success Measurement Reviews and Reporting